

# NEW YORKERS for LOWER COSTS

TO: Interested Parties

FR: Geoff Simpson, New Yorkers for Lower Costs

DT: June 24th, 2025

RE: What we did to help elect Zohran Mamdani

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## Overview:

New Yorkers for Lower Costs was co-founded by my partner, Regina Monge, and me. I work as the PAC Director for [Justice Democrats](#), a national organization that works to elect a mission-driven caucus in Congress that will fight for bold, progressive solutions to match the scope and scale of our current crises: skyrocketing inequality, deepening systemic racism and a corporate takeover of our democracy. In other words, Justice Democrats is working to elect a team of leaders in Congress who are unbought by any corporate or special interests. Over the last four cycles, Justice Democrats has helped elect leaders like Summer Lee, Jamaal Bowman, AOC and more. While my work at New Yorkers for Lower Costs was in my personal capacity and separate from JD, we knew many of the same race dynamics would exist.

Regina is a political consultant that supports progressive campaigns and organizations build capacity and leverage their resources to build power for working people. In our roles, we have been through many, many primary battles. Like Zohran's race, we are always on the side of holding corporations and the ultra wealthy accountable, and because of that we are often wildly outspent. ***We knew that as others started to see the strength of the movement Zohran was building, he would need support on the Super PAC side.*** The bigger the threat to corporate power and special interests, the bigger the independent expenditures spent against you.

That is why we launched New Yorkers for Lower Costs in February, before polls began to tighten, because even a few hundred thousand dollars could help tip the scales of a close race. From the start, we knew we wouldn't be able to match our opponent's Trump donors and corporate actors, but we wanted to make sure there was a vehicle set up to independently have Zohran and his movement's back.

## What We did

- \$1,566,480 raised
- 10,000+ individual donors
- A \$550,000+ digital buy across connected TV, YouTube, Facebook and more that delivered over 15.5 million impressions on digital platforms
- A \$370,000 TV buy, with ads on Citywide broadcast and cable TV
- \$250,000+ mail program, sending two pieces of mail that reached 254,292 voters with our core contrast message
- \$50,000+ in get out the vote text messages and calls

## How We Did It

The left is actively building out our ability to run significant Independent Expenditure efforts in order to level the playing field for working class and progressive candidates. We know that if campaigns

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were a contest of ideas we would win, but unfortunately many campaigns turn into a contest of who has the largest Super PAC. And as you might guess, when we're raising to support candidates who are rightfully railing against corporations, the wealthy and powerful, Democratic Party donors aren't exactly knocking at our door.

That's why for this effort, we decided to be innovative. We wanted to build on the grassroots, community-first vision Zohran's campaign created. Knowing that Zohran had stopped fundraising, we stood up a grassroots fundraising operation with the team at Middle Seat that raised more than \$500,000 from more than 10,000 donors. Grassroots donors gave to our organization through texting, direct to donate ads, and emails. Online donors saw they could make an impact and gave what they could, averaging \$46.46.

That grassroots operation, along with the efforts of Linda Sarsour, who served as a Senior Advisor to our organization, as well as the Unity and Justice Fund and many others who were generous with their time and money, resulted in us raising more than \$1.5M to help elect Zohran. In particular, the generosity of Arab and Muslim Americans who have contributed to this effort has been truly incredible to see and enormously appreciated by all of us at New Yorkers for Lower Costs.

This fundraising allowed us to launch an aggressive, targeted, and built-to-expand effort across mail, digital and TV advertising. We even put up a digital billboard in Times Square thanks to an in-kind donor. We polled in May to identify what voters could still be moved, and focused heavily on persuading those voters. That meant focusing on women over 45 years old as well as Black and Latino voters. We found that many of these voters liked Zohran, but didn't yet know enough about him. We also understood that Zohran did not necessarily need to win these voters outright, but that he did need to close the gap we identified in our polling, and that was going to take repetition of Zohran's core message. Our media focused on contrasting Cuomo, a corrupt politician with a record of tax breaks for the rich, cuts to crucial services working class people rely on and sexual harassment allegations, with Zohran's new vision of making New York affordable for everyone.

We also invested six figures in turning out young voters through a targeted digital social pressure campaign during the get out the vote period. We could see that Zohran's campaign had done a great job through the beginning of early voting, but we knew it was all hands on deck to turn out young voters in the last days of early voting and Election Day.

You can see the [mail, digital and TV advertisements we produced here](#).

## **Conclusion**

We believe all these efforts will make a major difference. It's no secret that it will be difficult for Zohran to overcome the \$25M+ in outside spending, but we're happy to stand in solidarity with him, and every person who helped this campaign and our outside effort get to Election Day with a real chance to win.

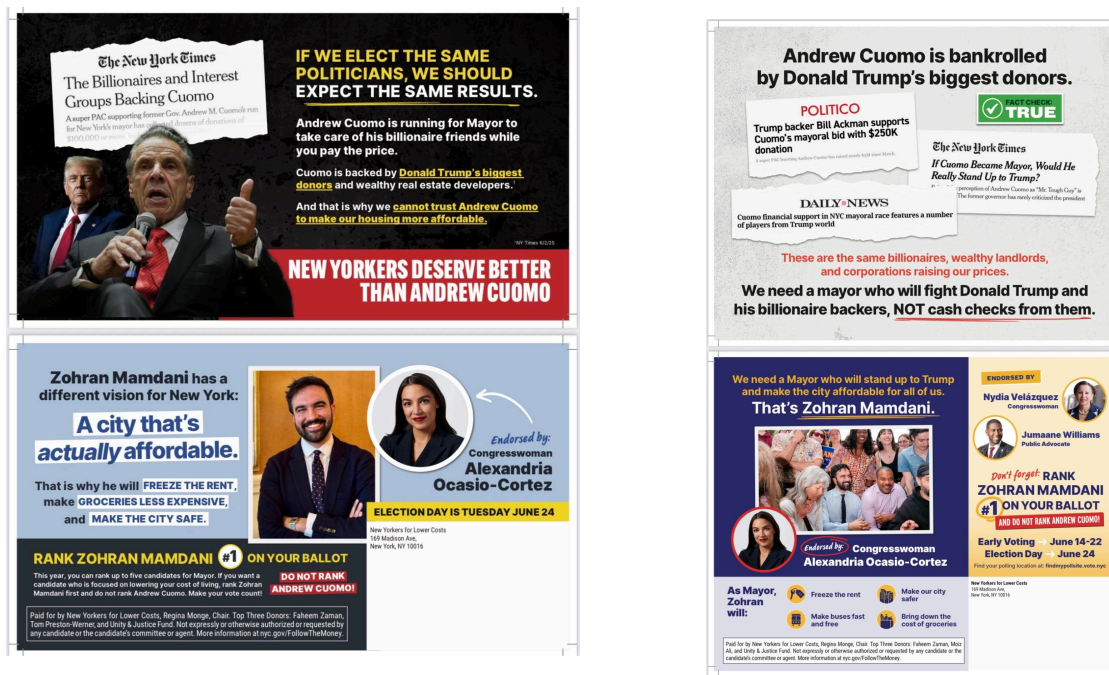
Regardless of outcome, this has been a transformative race and Zohran Mamdani is a transformative candidate. His candidacy should be a blueprint for how Democrats move forward. If we want to build

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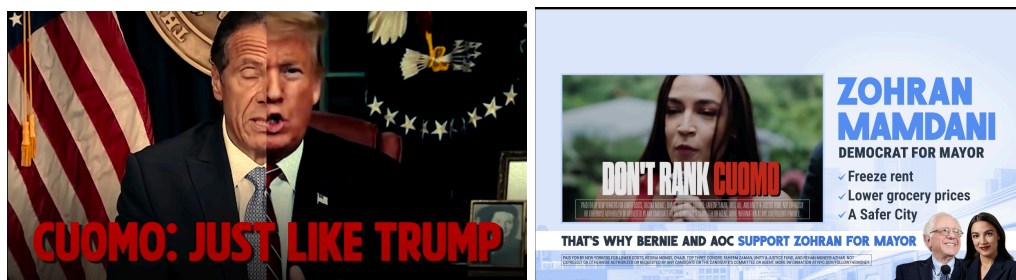
trust with working class voters, energize young people and build the coalition needed to win at every level, we need to invest in authentic leaders who run on bold platforms.

If Zohran is successful when all the votes are counted (not until early July!), the corporate and special interests who opposed him in the primary will likely double down on their efforts for the General Election. If that is the case, we look forward to working with you and earning your support again.

What we mailed to over a quarter million voters:



Contrasting ads on broadcast, cable, and streaming platforms:



GOTV ads targeted to young voters:

